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**Testimony of Victor Antico Jr., President of the Connecticut Lodging Association
in support of Statewide Marketing Funding, as presented in Governor Malloy's 2018/2019
budget proposal, to the Appropriations Committee - February 17, 2017**

Dear Senator Osten, Senator Formica, Representative Walker, and members of the
Appropriations Committee,

The Connecticut Lodging Association (CLA) strongly supports the funding of Statewide Marketing
at \$8.3 million as presented in Governor Malloy's 2018/2019 budget proposal.

This funding is essential to spur job growth in the hospitality sector, to leverage the success of the
State Office of Tourism's new website, and to compete with surrounding states for visitor
spending. The tourism industry is a critical component in the state's economic recovery. With
appropriate funding, we can continue to attract visitors to Connecticut, increase overnight stays,
and grow total visitor spending in the state.

We urge you to maintain the Governor's proposed \$8.3 million for Statewide Marketing so we can
maximize the economic impact of travel and tourism in Connecticut.

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